



MEDIA SPECIALIST

The U.S. Consulate General in Sydney is seeking an individual for the position of Media Specialist in the Public Affairs Section.

Salary: A\$83,550 p.a. + superannuation benefits

All applicants must address the selection criteria detailed below with specific and comprehensive information supporting each item.

1. University degree in journalism, communications, political science, or other liberal arts field is required.
2. At least six years of progressively responsible experience in public relations, marketing or journalism is required.
3. Level 4 (Fluency) written and verbal English is required. This will be tested.
4. Ability to develop and maintain networks of contacts in media, government and education circles is required.
5. Excellent knowledge of Australia's political, economic, social, educational, and cultural structure; institutions, political parties; and key personalities; and familiarity with U.S. history, culture, and foreign policy is required.
6. Excellent and demonstrated written and oral skills, and the ability to convey nuanced positions on complex topics are required. This will be tested.

For further information please refer to the [duties and responsibilities statement](#).

Forward letter, response to the selection criteria and resume to the Human Resources Office, U.S. Consulate General Sydney, MLC Centre, 59th Floor, 19 – 29 Martin Place SYDNEY NSW 2000 **by November 11, 2014.**

Hand delivered applications cannot be accepted. Offers of employment are subject to medical and security clearances.

Note: *Only short listed applicants will be contacted regarding the next phase of the selection process. To those applicants not short listed, we extend our appreciation for considering the US Government as a potential employer.*

The U.S. Government is an Equal Opportunity Employer and maintains a drug free work environment.

POSITION TITLE: MEDIA SPECIALIST

**POSITION GRADE LE- 9
(STARTING SALARY \$83,550)**

DUTIES AND RESPONSIBILITIES

Basic Function of the Position

The incumbent serves as principal advisor to the Sydney Consul General, PAO and other Consulate staff on media-related strategies to advance U.S. Mission policies in New South Wales and Queensland. S/he formulates and carries out operational plans to engage print and broadcast media and uses online platforms to inform and influence opinion leaders, policy makers, and the general public on Mission priorities and programs in Sydney's consular district.

Major Duties and Responsibilities

1. Advise the Sydney Consul General, PAO, Consulate General staff, and Public Affairs Section (PAS) Canberra personnel on media strategies to support U.S. Mission policies in New South Wales (NSW) and Queensland (QLD). Arranges media opportunities in New South Wales and Queensland for the Ambassador, Consul General, Mission personnel, visiting USG officials, and PAS grantees. (20%)
2. Monitor media coverage throughout the Consular District, inform Mission personnel of salient articles and trends, and advise the Consul General and PAO on appropriate responses. Drafts and issues media releases/advisories as well as social media posts to highlight Mission accomplishments, engagement, programs, and policy priorities. (20%)
3. Identifies and maintains regular contact with Australia's most senior editors, columnists, broadcasters and journalists in NSW and Queensland, advises the Consul General, CPAO, and PAO on the current thinking of these individuals on future information and opinion trends. (15%)

4. In consultation with the PAO, Consul General, and Consulate General staff, develops outreach programs and events targeting opinion/decision makers and youth audiences in NSW and Queensland. (15%)
5. In consultation with the PAO and Consul General, responds to media inquiries on U.S. policy as well as queries from the general public in NSW and Queensland. Drafts and issues press releases and announcements for the Consulate and Mission. (10%)
6. Selects media to participate in Post programs, including electronic conferences, speaker programs, press conferences, representational events, etc. Assists media in identifying U.S. experts for interviews. Seeks placement of press releases, opinion editorials and other information in Australian publications, radio and television broadcasts. (10%)
7. Prepares spot reporting on media affairs programming and activities for submission to post's Mission Activity Tracker (MAT). (10%)

NOTE: ALL ORDINARILY RESIDENT APPLICANTS MUST HAVE THE REQUIRED UNRESTRICTED WORK AND/OR RESIDENCY PERMITS TO BE ELIGIBLE FOR CONSIDERATION.

SELECTION PROCESS

When fully qualified, US Citizen Eligible Family Members (USEFMs) and US Veterans are given preference. Therefore, it is essential that the candidate specifically address the required qualifications above in the application.

ADDITIONAL SELECTION CRITERIA

1. Management will consider nepotism/conflict of interest, budget, and residency status in determining successful candidacy.
2. Current employees serving a probationary period are not eligible to apply.
3. Current Ordinarily Resident employees with an Overall Summary Rating of Needs Improvement or Unsatisfactory on their most recent Employee Performance Report are not eligible to apply.
4. Currently employed US Citizen EFMs who hold a Family Member Appointment (FMA) are ineligible to apply for advertised positions within the first 90 calendar days of their employment.
5. Currently employed NORs hired under a Personal Services Agreement (PSA) are ineligible to apply for advertised positions within the first 90 calendar days of their

employment unless currently hired into a position with a When Actually Employed (WAE) work schedule.

6. The candidate must be able to obtain and hold a Sensitive But Unclassified security clearance.

TO APPLY

Interested applicants for this position must submit the following for consideration of the application:

Universal Application for Employment as a Locally Employed Staff or Family Member (DS-174); or

A current resume or curriculum vitae that provides the same information found on the UAE (see appendix below); or

A combination of both; i.e. Sections 1-24 of the UAE along with a listing of the applicant's work experience attached as a separate sheet; plus

Candidates who claim U.S. Veterans preference must provide a copy of their Form DD-214 with their application. Candidates who claim conditional U.S. Veterans preference must submit documentation confirming eligibility for a conditional preference in hiring with their application.

Any other documentation (e.g., essays, certificates, awards) that addresses the qualification requirements of the position as listed above.

SUBMIT APPLICATION TO

Human Resources Office
U.S. Consulate General Sydney
MLC Centre
59th Floor, 19 – 29 Martin Place
SYDNEY NSW 2000

OR

Email: sydrecruitment@state.gov

THE DEADLINE FOR APPLICATIONS IS NOVEMBER 11, 2014

The U.S. Mission in Australia provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color, religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation. The Department of State also strives to achieve equal employment opportunity in all personnel operations through continuing diversity enhancement programs.

US Mission Australia maintains a drug free work environment.

APPENDIX

If an applicant is submitting a resume or curriculum vitae, s/he must provide the following information equal to what is found on the UAE.

Failure to do so will result in an incomplete application.

- A. Position Title
- B. Position Grade
- C. Vacancy Announcement Number (if known)
- D. Dates Available for Work
- E. First, Middle, & Last Names as well as any other names used
- F. Current Address, Day, Evening, and Cell phone numbers
- G. U.S. Citizenship Status (Yes or No) & status of permanent U.S. Resident (Yes or No; if yes, provide number)
- H. U.S. Social Security Number and/or Identification Number
- I. Eligibility to work in the country (Yes or No).
- J. Special Accommodations the Mission needs to provide
- K. If applying for position that includes driving a U.S. Government vehicle, Driver's License Class / Type
- L. Days available to work
- M. List any relatives or members of your household that work for the U.S. Government (include their Name, Relationship, & Agency, Position, Location)
- N. U.S. Eligible Family Member and Veterans Hiring Preference
- O. Education
- P. License, Skills, Training, Membership, & Recognition
- Q. Language Skills
- R. Work Experience
- S. References